

# Communications for Development

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## International Communications Institute

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### What We Are

International Communications Institute (ICI) is a non-governmental agency engaged in consulting, media, training and educational materials production. We are primarily a 'fee for service' agency specializing in development support communications.

Since 1975 much of our development work has been overseas (India, Sri Lanka, Maldive Republic, Malaysia and Ethiopia) preparing educational materials and assisting United Nations, governmental and non-governmental development agencies. Clients have included the Voluntary Health Association of India, the Swedish International Development Authority, the Canadian International Development Agency, UNICEF, FAO, WHO and UNESCO.

Canadian work during that time has included formal and non-formal education for both adults and children (primarily microcomputer applications) and research, public relations and management support activities.

ICI provides training or educational materials to fit your needs. We have the 'in-house' resources for producing a wide variety of low-cost media; and specialize in training your staff to prepare appropriate educational and communications materials using the facilities and techniques available in your local community.

### Who We Are

ICI is a partnership of Amy Elliott Zelmer, R.N., B.Sc.N., M.P.H., Ph.D. and A.C. Lynn Zelmer, B.Ed., M.S. ICI engages other consultants, trainers, artists, researchers, etc., as required by your needs.

Amy is currently employed at the University of Alberta where she works as Associate Vice-President (Academic). Her major interest continues to be international health administration at the grass roots level. She also has assignments with a number of community and development agencies including: Board member of the Glenrose Hospital in Edmonton, the North-South Institute in Ottawa, Match International, and the Canadian Society for Tropical Medicine and Health; and is a member of the Group of 78.

Lynn teaches microcomputer applications for Grant MacEwan Community College in Edmonton on a part-time basis. Current and recent assignments include assisting with the computerization of a number of small business and organization offices; project design and evaluation; and the preparation of a training manual entitled *Learning Exercises for Health Training*. He is the Board Secretary for the Olympian Swim Club in Edmonton; a Past-President of the Edmonton Cross-Cultural Learner Centre; was the Chairman of the Building Committee for the construction of a 50 unit cooperative housing project; and is a self-taught microcomputer user.

### Professional Associations

CCIC: Canadian Council for International Cooperation (institutional member); North-South Institute; DECCA: Development Education Coordinating Council of Alberta; Edmonton Cross-Cultural Learner Centre (sustaining); CSTMIH: Canadian Society for Tropical Medicine and International Health; CPHA: Canadian Public Health Association; NAPA: National Association for Photographic Art (Canada); SAGSET: Simulations and Educational Technology (UK); CIPS-Micro SIG: Canadian Information Processing Society, Microcomputer Special Interest Group.

ICI serves on Project Review Committees for Alberta Small Projects and CSTMIH; and represents CCIC on the University of Alberta's Fund for the Support of Development Activities; all are funding agencies for development projects.

### Schedule of Fees

ICI works on a fee for service basis with a sliding scale according to the client's ability to pay. Our consulting fee for corporate clients is \$625.00 per day. In addition, the client is normally expected to cover travel, local living expenses, and the cost of materials and supplies. We dedicate some time each year to voluntary work on development projects within Canada and overseas.

**ADAM CHARLES LYNN ZELMER**

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EDMONTON, Alberta, Canada, T6H 4P1  
Phone: (403) 432-1319 (Residence)

**General**

Canadian citizen, born 19 March 1943, married, one child.  
Mother tongue English, functional in French.

**Education**

B.Ed., University of Alberta at Calgary, 1965.  
Education, with an Industrial Arts specialization. Also  
holder of Permanent Professional Certificate, Alberta 295-66  
valid for grades I-XII inclusive.

M.S., Stout State University, Wisconsin, 1969.  
Audio-Visual Communications for education.

--, SUNY at Buffalo, N.Y., 1969-70.  
Library and Information studies.

--, University of Alberta, 1977-78.  
Educational Foundations, developing countries.

Studies beyond the Master's degree have been work, not degree oriented and include non-credit work (in English and French) in media utilization/production, community development, cross-cultural communications, and experiential learning in addition to the above.

**Employment**

**1964-68, Teacher**, Calgary School Board, Alberta, Canada.  
Taught primarily at the junior high school level, subjects included vocational building construction, industrial arts, language arts (English), sciences, etc.

**1968-73, Assistant Professor of Educational Media and Assistant Supervisor**, Educational Media Division, Department of Extension, the University of Alberta.  
Duties included teaching adult, undergraduate and graduate students; production, evaluation and design of educational materials; supervision of on-going departmental programmes and short-term projects; design, marketing and teaching adult classes; and the management of a rental library of film and other media.

**1973-current, Freelance Consultant**, International Communications Institute (part time 1969-1973).  
Consultant with government (including UN Agencies), industry, education and community groups.

Duties have included project development, implementation and evaluation; management support; staff training and teaching (currently mostly microcomputer applications); designing and producing educational materials, and training in the use of a

variety of media materials (hand-made slides and flannelgraphs to film and television with live feedback systems); and public relations/public education program support.

Work in Asia (India, Sri Lanka, Maldives Republic and Malaysia) and Africa (Ethiopia, Kenya, Zambia) has been with both agencies of the United Nations and non-government development agencies.

- UNESCO, International Audio-Visual Resource Service, and the Ministry of Information and Broadcasting, Sri Lanka.
- UNESCO, International Federation of Home Economics, Malaysia.
- Voluntary Health Association of India.
- UNICEF, and government ministries, Sri Lanka, Maldives Republic and Ethiopia.
- UNESCO, and Education Development Centre, Ministry of Education, Maldives Republic.
- FAO, and the Ethiopian Institute of Nutrition, Addis Ababa.
- FIT (Foundation for International Training), and Asian Institute for Broadcasting Development, Malaysia.
- Swedish International Development Authority, Kenya, Zambia and Ethiopia.
- Alberta Library Services to the Handicapped.
- Edmonton & District International Aid Society.
- Grant MacEwan Community College (Term C and B Instructor for Business Outreach, Academic Services and Microcomputer Management, since 1981), and Alberta Institute of Microcomputing, Edmonton.
- Western Canadian Committee for University Distance Education.
- etc.

#### **Publications (selected)**

Zelmer, A.C. Lynn, Editor. **Learning Exercises for Health Training.** St. Albans, Herts., United Kingdom: Teaching Aids at Low Cost, 1986 (in press).

A manual for trainers of village health and similar workers. This is an international edition of an earlier manual for use in India and includes sample exercises as well as selection, design, and adaptation of interactive learning exercises.

Harnar, Ruth, A.C. Lynn Zelmer and Amy E. Zelmer. **A Manual of Learning Exercises for Use in Health Training Programs in India.** New Delhi, India: Voluntary Health Association of India and Edmonton, Canada: International Communications Institute, 1983.

A manual for trainers of village health workers in India, includes teaching techniques that involve the learner in the process of learning (case studies, role play, etc.).

Zelmer, Amy E. and A.C. Lynn Zelmer. **Simulation/Gaming for Health Teaching.** Ottawa: Canadian Health Education Society, 1982.

A manual on the use of simulations and games in training health workers using the authors' personal experiences in Canada and overseas.

Zelmer, A.C. Lynn. **Preparing Simplified Training Materials.** Edmonton: International Communications Institute, 1982.  
A manual for development communicators to assist in the preparation of more effective printed materials.

Zelmer, A.C. Lynn. **'Quill Pens or Electronic NGOs???'** Edmonton: International Communications Institute, Oct 81.  
Report to the Canadian Council on International Cooperation on the new communications technologies for the Canadian non-government organization community.

Zelmer, A.C. Lynn. **'Appropriate Technology in Communications: Basic Techniques in Sri Lanka Programmes.'** New York: UNICEF PSC NOTES, Dec 80.  
Discussion of recent use of communication techniques.

Zelmer, A.C. Lynn and A.E. Zelmer. **The Community Worker Simulation: A Comparison Between Manual and Computer-Assisted Versions.'** Lennoxville, P.Q.: SIMGAMES, 7:4, Jul 80, pp 18-23.  
Comparative study of the authors' manual and computerized educational simulations.

Zelmer, A.C. Lynn. **'Locating Nursing Research Data Via Computer.'** Edmonton: FOLIO/NEW TRAIL (U of Alberta), XVI:50, 6/80; and **'News Feature: Locating Research Data Via Computer.'** Ottawa ON: CANADIAN NURSE, 76:6, 6/80.  
Reporting on the development and utilization of a public access data management system.

Zelmer, Amy M. and A.C. Lynn. **'Health and Health Care Simulations'**, in GUIDE TO SIMULATIONS/GAMES FOR TRAINING AND EDUCATION, R. Horn (editor). Boston, Mass.: Association for Human Resources Inc., 4th Edition 1980.

Zelmer, A.C. Lynn. **COMMUNITY MEDIA HANDBOOK.** Metuchen, N.J.: Scarecrow Press, Inc., First Edition 1973, Second Edition 1979.  
A reference book for community groups and other low-budget users cum producers of television, film, radio, newspapers, slides, simulations, street theatre, etc. Includes the operation of a low-budget media centre as well as media design, production and utilization information.

Zelmer, Amy E. and A.C. Lynn Zelmer. **'Some Reflections on the Use of Experiential Learning in Developing Countries.'** SIMULATION/GAMES FOR LEARNING, Vol. 9, No.3, Autumn 1979.  
Cultural settings affect the use of experiential materials.

Zelmer, A.C.L. and A.E. Zelmer. 'Applications of Educational Technology for Community Health Workers in Developing Countries.' in ASPECTS OF EDUCATIONAL TECHNOLOGY: EDUCATIONAL TECHNOLOGY IN A CHANGING WORLD, edited by David Brook and Philip Race. London: Kogan Page, 1978, ASPECTS OF EDUCATIONAL TECHNOLOGY, Vol. XII, pp. 309-313.

Other publications include research studies on cable television, rural living (life styles), and production credits for educational (low-budget) films, tape-slide programmes, independent study kits, and printed educational materials. Most of these materials were prepared specifically for clients and are not commercially available. For example, assistance was provided in the writing and production of a manual of BASIC SKILLS FOR DEVELOPMENT WORKERS in Sri Lanka. The government has now published this manual in Sinhala, Tamil and English. Another project has been the development of a series of short filmlets on water utilization for use in the Maldives.

#### Professional Memberships

- Canadian Council for International Cooperation (institutional).
- Edmonton Cross-Cultural Learner Centre (sustaining).
- Development Education Coordinating Council of Alberta (member).
- National Association for Photographic Art (Canada).
- Society for Academic Gaming and Simulation.
- Canadian Information Processing Society, Microcomputer Special Interest Group; Micropolis [computer] User Group; Turbo [Pascal programming language] User Group.

#### Personal

Professionally committed to human development, especially the application of appropriate communication skills and techniques to development problems. Personal interests tend to parallel professional competencies (photography, simulation development, computer applications, etc.) but also include carpentry and wood-working, leather working, gardening, geneology and Canadian history.

- Academic Advisory Council to Faculty St. Jean, the University of Alberta (member representing Canadian Parents for French).
- Advisory Council for the Microcomputer Management Program, Grant MacEwan Community College (former member).
- Project Review Committee, Alberta Small Projects, COWI/CIDA (member). *Fall 87 - Chairman.*
- Fund for the Support of International Development Activities, University of Alberta (member representing Canadian Council for International Cooperation).
- Olympian Swim Club, Edmonton, Secretary to the Board.
- Northern Region, Canadian Amateur Swimming Association: Alberta Section (Board member, certified swim official, and computer coordinator).